

| Set | Items | Description |
|-----|-------|---|
| S1 | 1205 | TRUST??? (S) (BUSINESS (W) RELATIONSHIP) |
| S2 | 1 | (ESTABLISH??? (S) NEW) AND S1 AND (TRUST (W) LIST) |
| S3 | 0 | (TRUS\$3 (2N) LIST) AND 1 |
| S4 | 9393 | (TRUST (5N) LEVEL) AND 1 |
| S5 | 24 | (LIST (5N) CONTACT?) AND S4 |
| S6 | 21 | (LIST (S) TRUSTED (S) (ENTITIES OR COMPANIES)) AND S4 |
| S7 | 21 | S6 NOT S5 |
| ? | | |

S (LIST (S) TRUSTED (S) (ENTITIES OR COMPANIES)) AND S4

Processing

Processed 10 of 28 files ...

Completed processing all files

2971532 LIST

240366 TRUSTED

510448 ENTITIES

13322753 COMPANIES

804 LIST(S) TRUSTED(S) (ENTITIES OR COMPANIES)

9393 S4

S6 21 (LIST (S) TRUSTED (S) (ENTITIES OR COMPANIES)) AND S4

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T 5/7/9/19

7/9/19 (Item 1 from file: 621)

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Why Some Companies Are Trusted and Others Are Not: Personal Experience and Knowledge of Company More Important than Glitz.

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ROCHESTER, N.Y., June 20 /PRNewswire/ --

Some companies are widely trusted, and others are not, according to this week's issue of The Harris Poll that explores the reasons why. At the top of the list comes personal experience of the company's products or services, or of its customer service department or website. Knowledge of the company (organizational knowledge) is also very important. This includes knowledge of the company's management and leadership, and the position that a company may take on an important issue, such as the environment, or health and safety legislation. These issues, people believe, influence their level of trust in companies much more than advertising and packaging, but people may underestimate how much they are influenced by sales and marketing "glitz."

These are some of the findings of the Booth-Harris Trust Monitor, a survey Harris Interactive (Nasdaq: HPOL) conducted in March for M Booth and Associates, a public relations agency. It sought to measure the underlying dimensions of consumer trust, how the public develops trust in companies, and how companies earn or lose consumers' trust. This research is based on interviews with a nationwide sample of 1,252 adults surveyed online, using the same methodology used by Harris Interactive to predict last November's elections with great accuracy.

In analyzing the data we found that there were five different types, or dimensions, of trust: "personal experience," "organizational knowledge" (of the company), "deference" (or the trust people have in companies generally), "reference" (what one learns about a company from others), and "glitz" (or advertising, packaging and high pricing).

Four of these are used to differentiate between companies -- they increase or decrease trust in one company rather than another. One, "deference," is generic; people with high levels of deference (e.g., they trust most companies to do the right thing when faced with a crisis, or they believe that most companies are "honest and truthful") tend to trust all companies more.

One message is loud and clear, personal experiences trump all other influences on trust.

The statements which the largest number of people believe increase or decrease their trust in corporations are all elements of their personal experiences:

-- If a company's customer service department or website is responsive to my questions, I am more likely to trust that company (96%);
-- I believe that if a company's products don't deliver in some way, that company should do what it can to make it up to me (80%);
-- If I try a new brand and it doesn't work or doesn't meet my needs once, I will find it difficult to trust that brand again (76%).
-- A large number of people are influenced in their willingness to trust companies by what they know about them as organizations:
-- I really can't explain why I trust certain companies more than others.

There are just some companies about which I have a good feeling (60%);
 -- I am more likely to trust products from companies that have effective leadership or people I respect in management positions (56%);
 -- I will not trust any products from a company that supports issues that I don't believe in (48%).

At the other end of the spectrum, relatively few people believe that their trust in companies is substantially influenced by advertising, packaging or high prices (of course, they may not be aware of this influence):

-- I trust products that cost more because I believe the quality is better than other similar products (28%);
 -- I feel more confidence about a product if they have a high quality advertising campaign (22%);
 -- I trust products more that have attractive or appealing packaging (15%).

The overall picture that all these results paint is that companies win the trust of consumers "the old-fashioned way; they earn it," and they do so over years. As many corporate executives have learned, this trust is hard to earn and easy to lose, and while some aspects of trust can be addressed through good corporate communications, often when you lose trust, advertising and public relations will only do part of the job in regaining it.

Humphrey Taylor is the Chairman of The Harris Poll, Harris Interactive.

TABLE1

SOME DIMENSIONS OF TRUST - PERSONAL EXPERIENCE

"Please indicate how strongly you "Agree" or "Disagree" with the following statements."

Base: All adults

| Agree | Neither | Disagree |
|-------|-------------------|----------|
| % | Disagree or Agree | % |

| | | | |
|---|----|---|---|
| If a company's customer service department or website is responsive to my questions, I am more likely to trust that company | 93 | 4 | 3 |
|---|----|---|---|

| | | | |
|--|----|----|---|
| I believe that if a company's products don't delivery in some way that company should do what it can to make it up to me | 80 | 15 | 5 |
|--|----|----|---|

| | | | |
|---|----|----|----|
| If I try a new brand, and it doesn't work or doesn't meet my needs once, I will find it difficult to trust that brand again | 76 | 12 | 12 |
|---|----|----|----|

TABLE 2

SOME DIMENSIONS OF TRUST - ORGANIZATIONAL KNOWLEDGE

"Please indicate how strongly you "Agree" or "Disagree" with the following statements."

Base: All adults

| Agree | Neither | Disagree |
|-------|-------------------|----------|
| % | Disagree or Agree | % |

| | | | |
|--|----|----|----|
| I can't really explain why I trust certain companies more than others. There are just some companies about which I have a good feeling | 60 | 21 | 19 |
| I am more likely to trust products from companies | | | |

| | | | |
|---|----|----|----|
| that have effective leadership or people I respect in management positions | 56 | 29 | 15 |
| I will not trust any products from a company that supports issues that I don't believe in | 48 | 26 | 26 |

TABLE 3

SOME DIMENSIONS OF TRUST - REFERENCE

"Please indicate how strongly you "Agree" or "Disagree" with the following statements."

| | | | |
|---|-------------------|----------|----|
| Base: All adults | | | |
| Agree | Neither | Disagree | |
| % | Disagree or Agree | % | |
| % | | | |
| If a company has to recall a product for health or safety reasons, I will find it difficult to trust that company again | 39 | 25 | 36 |
| I only have confidence in products from companies that have been in business for a long time | 32 | 24 | 45 |
| I only trust companies that have been recommended by someone I know or that my family used when I was growing up | 31 | 26 | 44 |

TABLE 4

SOME DIMENSIONS OF TRUST - GLITZ

"Please indicate how strongly you "Agree" or "Disagree" with the following statements."

| | | | |
|---|-------------------|----------|----|
| Base: All adults | | | |
| Agree | Neither | Disagree | |
| % | Disagree or Agree | % | |
| % | | | |
| I trust products that cost more because I believe the quality is better than other similar products | 28 | 20 | 52 |
| I feel more confidence about a product if they have a high quality advertising campaign | 22 | 33 | 45 |
| I trust products more that have attractive or appealing packaging | 15 | 29 | 56 |

TABLE 5

SOME DIMENSIONS OF TRUST - DEFERENCE

"Please indicate how strongly you "Agree" or "Disagree" with the following statements."

| | | | |
|---|-------------------|----------|----|
| Base: All adults | | | |
| Agree | Neither | Disagree | |
| % | Disagree or Agree | % | |
| % | | | |
| I trust that most companies have good intentions and work hard not to repeat similar mistakes again | 63 | 20 | 17 |
| I believe most companies will | | | |

| | | | |
|---|----|----|----|
| do the right thing when faces with a serious problem with one of their products | 59 | 20 | 21 |
| I believe most companies are honest and truthful with their companies | 44 | 23 | 33 |
| Methodology | | | |

This issue of The Harris Poll entitled the Booth-Harris Trust Monitor was conducted online within the United States between March 12 - 22, 2001, among a nationwide cross section of 1,252 adults, and was sponsored by M Booth and Associates. Figures for age, sex, race, education, number of adults and number of voice/telephone lines in the household were weighted where necessary to bring them into line with their actual proportions in the population. "Propensity score" weighting was also used to adjust for respondents' propensity to be online.

These statements conform to the principles of disclosure of the National Council on Public Polls.

About Harris Interactive

Harris Interactive (Nasdaq: HPOL), is a worldwide market research, polling and consulting firm. It is best known for The Harris Poll and its pioneering use of the Internet to conduct scientifically accurate market research. The Harris Interactive Internet-based forecasts for the 2000 election were the most accurate in the history of the polling industry. With expertise in pharmaceutical, health care, automotive, finance, ecommerce, technology, consumer packaged goods and other markets, the firm has spent 45 years providing its clients with custom, multi-client and service bureau research. In February 2001, the Company acquired the custom research group of Yankelovich Partners, a leading consultative marketing and opinion research firm. Through its U.S. and Global Network offices, Harris Interactive conducts international research in multiple, localized languages. Harris Interactive currently maintains a database of more than 7 million online panelists -- the largest of its kind. For more information about Harris Interactive, please visit the Company's website at <http://www.harrisinteractive.com>

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